

ABSTRACT OF THE DISCLOSURE

A system and method for cross-matching a query record with a database of registration records. The method begins by compiling a database of registration records each identifying and describing actual characteristics of an entity. Once the registration database is compiled, the database may be queried by inputting a query record describing desired characteristics of an entity. The query record includes a plurality of incremental preference rankings associated with the desired characteristics. Given the registration database and a query record, the cross-matching engine of the present invention will cross-match the actual characteristics with the desired characteristics by assigning a score for each match that is weighted in accordance with the preference ranking. The scores are totaled to prioritize the closest registration records based on the query record. The present method provides a statistical cross-matching system that accurately accounts for user-preferences. The system is described in the context of an on-line dating service.